



SOCIAL MEDIA

THE BASICS

SOCIAL MEDIA IN EDUCATION

For student learning opportunities, the use of social networking in the education environment is essential and should be provided to all students from an early age as determined by connections to the curriculum and to the greatest benefits to student learning.

Social Media tools are also very powerful learning tool that promote:

- Student engagement
- Curriculum connections to current ministry expectations
- Collaboration with others from around the world
- Publishing and sharing of content in authentic ways
- Accessibility to news groups, forums, online resources related to learning and the workplace
- A continued and sustained conversation and communications that is meaningful with connections to many opportunities that would not otherwise be available to students and staff (including expertise, information and rich media tools)

For those teaching K-12, please ensure you notify parents/guarding before using social networks in classroom activities.

Be sure that your students understand what it means to publish on the Internet and the consequences of writing opinions that can be read years later by potential employers, colleagues and friends.

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RESOURCES

PROFESSIONAL ADVISORY ON THE USE OF ELECTRONIC COMMUNICATION AND SOCIAL MEDIA

Ontario College of Teachers

www.oct.ca/publications/PDF/Prof_Adv_Soc_Media_EN.pdf

This professional advisory is intended to provide a context for the responsible, professional use of electronic communication and social media by members of the College.

SOCIAL NETWORKING

Web Aware

www.bewebaware.ca/english/social_networking.html

This article lists what parents should be aware of when it comes to their children and teenagers' social networking habits, specifically privacy issues.

FOUNDATIONS OF PROFESSIONAL PRACTICE

Ontario College of Teachers

www.oct.ca/publications/PDF/foundation_e.pdf

This PDF outlines Ethical Standards and the Professional Learning Framework for the Teaching Profession.

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The Advanced Broadband Enabled Learning (ABEL) program is a proven job-embedded professional learning service that enhances teaching practice and improves student achievement. This is achieved through a research-based approach to building collaborative learning communities, implementing blended learning environments for classrooms, schools and districts, using interactive web-based learning resources, developing sustainable inter-jurisdictional and inter-institutional collaboration and understanding institutional change. For more information about ABEL, please visit www.abelearn.ca.

WHAT IS SOCIAL MEDIA?

Social media can be defined as software tools that allow user groups to generate content and engage in peer-to-peer conversations and exchange of content. This can include but are not limited to websites and applications such as Facebook, Twitter, LinkedIn, Flickr, YouTube, Wikipedia, Picasa and MySpace.

HOW DOES IT WORK?

Users share and exchange ideas, pictures, video, and audio: content.

If you have any questions or concerns, please contact us at abelhelp@yorku.ca.

